

REMARKS

Applicants thank the Examiner for the thorough consideration given the present application.

Claims 1, 2, 4, 16, 21, 23, and 31 are pending, of which claims 1 and 21 are independent and are amended.

Claims 1, 2, 4, 16, 21, 23, and 31, as now presented, are not anticipated by Fano (U.S. Patent No. 6,317,718).

None of the references of record, including Fano, discloses the method of independent claim 1 or system of independent claim 21. Fano discloses the use of a mobile device that a shopper, prior to going on a shopping trip, uses to select categories of goods to be purchased and the shopping mall to be visited. At column 48, line 24, Fano discloses restricting the search to the local shopping mall.

Upon arrival at the local shopping mall, the device automatically suggests the closest store that sells the type of goods to be purchased previously indicated by the shopper.

Applicants cannot agree that the Fano shopper's selection of a shopping venue from a list of malls is tantamount to Applicants' step of attributing an enquirer-independent functional significance to the enquiry location by carrying out a first location-dependent database search using the enquiry geographic location as input, as recited in claim 1, or the similar database limitation of claim 21. Even assuming, *arguendo*, that the Fano shopper's ability to choose a conveniently situated mall is somehow akin to Applicants' location-dependent search, the language of amended claims 1 and 21 bars such

an interpretation by requiring the enquiry geographic location to be the input to the first location-dependent database search.

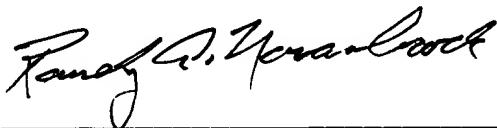
In view of the foregoing amendments and remarks, it is respectfully submitted that Fano neither anticipates nor discloses the present invention as set forth in independent claims 1 and 21, and that claims 1 and 21 are allowable. Dependent claims 2, 4, 16, 23, and 31 are also allowable due at least to their dependence on allowable independent claims, as well as for the additional limitations provided by these claims.

Favorable reconsideration and allowance are in order, and such action is respectfully requested.

To the extent necessary during prosecution of this application, Applicants hereby request any extension of time not otherwise requested and hereby authorize the Commissioner to charge any omitted fees, including application processing, extension of time, and extra claims fees, to Deposit Account No. 08-2025.

Respectfully submitted,

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